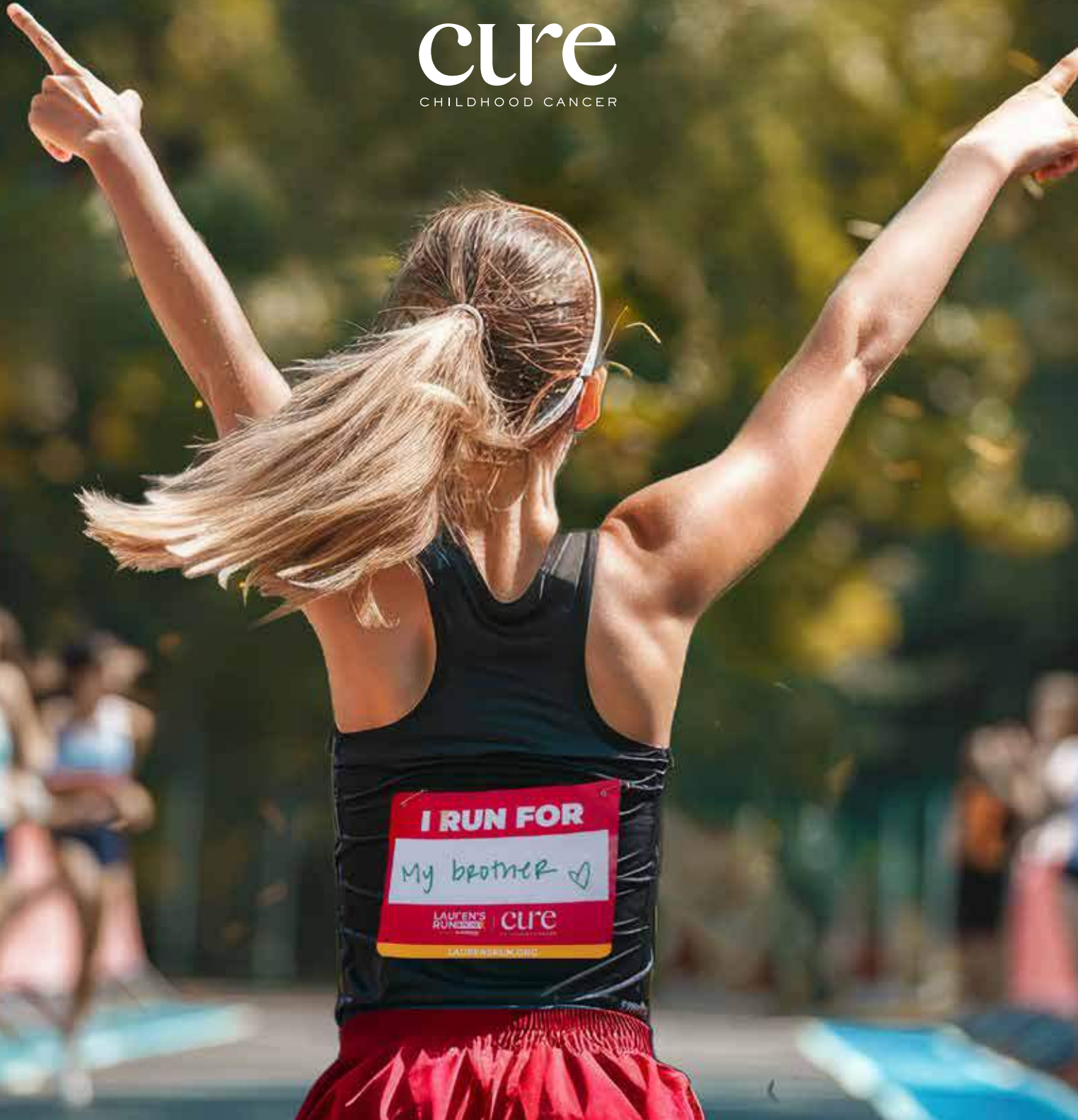


LAUREN'S RUN & PICNIC

2025 SPONSORSHIP OPPORTUNITIES

cure
CHILDHOOD CANCER





ABOUT LAUREN'S RUN & PICNIC



Lauren's Run & CURE Picnic, now in its 31st year, is Atlanta's premier family-friendly charity event. This beloved tradition combines a community run and walk with an extravagant picnic, attracting over 1,800 attendees annually. The event offers a unique team-building opportunity, allowing companies to unite their employees around an important mission in a fun, meaningful setting outside the office.

Sponsors gain high-visibility exposure as the venue transforms into a wonderland of inflatables, face painting, live music, and great food. More than just a day of fun and team bonding, this event has an important purpose and far-reaching impact, having raised over **\$5.8 million** for pediatric cancer research and family support.

By sponsoring, companies align themselves with a powerful cause while engaging a diverse, family-oriented audience. It's an unparalleled opportunity to boost employee morale, demonstrate corporate social responsibility, build brand loyalty, and make a tangible difference in children's lives.



Sunday, April 27, 2025



Concourse Office Park
Atlanta, Georgia



5k Run, 2k Run/Walk,
Tot-Trot, and Family Picnic



Fun Games, Face Painting,
Inflatables, Music, Prizes,
Arts & Crafts



Full Lunch

SPONSORSHIP LEVELS

SPONSORSHIP OPPORTUNITIES	PRESENTING \$35,000	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	FREIND OF RUN \$1,000
Recognition in Event Name - "Lauren's Run & Picnic Presented by [Name]"	Included						
Inclusion on Billboard Ads	Included						
Access to Tented VIP Area	Included						
Logo on CURE Facebook Cover Image*	Included						
Logo on Event Step and Repeat	Included	Included					
Recognition on CURE Homepage	Included	Included	Included				
DJ Recognition on Race Day	Included	Included	Included				
Logo Inclusion on Registration Confirmation Email	Included	Included	Included	Included			
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included			
Inclusion on Race T-Shirts	Logo	Logo	Logo	Logo	Listing		
Race Registrations and T-Shirts	50	35	25	15	10	5	2
Recognition on Event Website	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Inclusion on Event Signage	Logo	Logo	Logo	Logo	Listing	Listing	Listing

*Logo branding on cover image for duration of event month.



SPONSORSHIP BENEFITS ARE SUBJECT TO SCHEDULING AND PRINT DEADLINES.

Deadline for recognition in event print materials is April 4, 2025.

Completed commitment form is requested to ensure proper recognition in respective *Lauren's Run & Picnic* materials.

CURE would be happy to discuss custom package options.

Kristen Rudio, Senior Development Manager, Events and Initiatives

krudio@curechildhoodcancer.org



Riley, Age 2
neuroblastoma

BE IN GOOD COMPANY

Become a sponsor and join the company of top corporations that have supported *Lauren's Run & Picnic*.



THE VALUE OF SUPPORTING CURE

MAKE AN IMPACT: Your generosity will make a significant difference in the lives of children and families affected by childhood cancer.

BOOST EMPLOYEE ENGAGEMENT: Sponsoring CURE's events can significantly enhance your corporate social responsibility profile, leading to higher levels of employee satisfaction and engagement in the workplace.

ENHANCE COMPANY REPUTATION: By sponsoring our events, you can improve your public image and positively influence how employees perceive your organization, leading to increased motivation and productivity.

APPEAL TO THE FUTURE WORKFORCE: Partnering with us positions your organization as a forward-thinking, socially conscious employer of choice, particularly appealing to younger generations entering the job market.

CURE Childhood Cancer's Large and Engaged Community of Supporters



373,000+ followers



15,000+ followers



3,000+ followers



55,000+ emails



14,500+ monthly web visitors

WHY BELIEVE IN CURE?



Cancer is the leading cause of death by disease in children. Yet the federal government allocates **only 5%** of its research funding to solving cancers that affect children. CURE funds targeted research that will save lives and give children their best quality of life.



Over the past 12 years, CURE has invested more than **\$45 million** in research aimed at helping children with cancer who need us now. We are a leader in advancing Precision Medicine, the most promising approach to the treatment of children with cancer in decades.



CURE also supports families devastated by childhood cancer through programs designed to meet a family's emotional, practical, and financial needs. From meals and counseling to financial assistance, CURE is committed to walking alongside families throughout their cancer journey.



Zeke, Age 4
leukemia



For the 16th consecutive year, CURE has earned a four-star rating, the highest possible, from Charity Navigator, America's premier assessment organization for sound fiscal management, accountability, and transparency.

"Only 1% of the charities we evaluate have received at least 16 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America."
- Michael Thatcher, CEO, Charity Navigator



LAUREN'S RUN & PICNIC

SUNDAY, APRIL 27, 2025
Concourse Office Park, Atlanta, Georgia